

# Priestland Consulting Ltd



## Capability Statement April 2023



# About Priestland Consulting

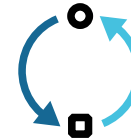
We are an independent, specialist consultancy that supports clients on



**STRATEGY**

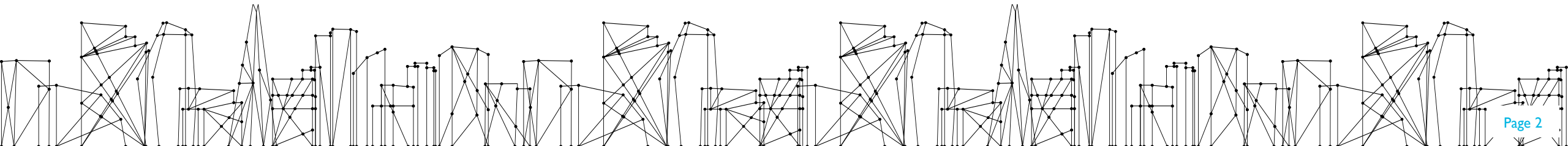


**TECHNOLOGY**



**CHANGE**

for the built environment



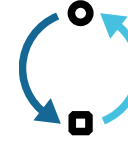
# About Priestland Consulting



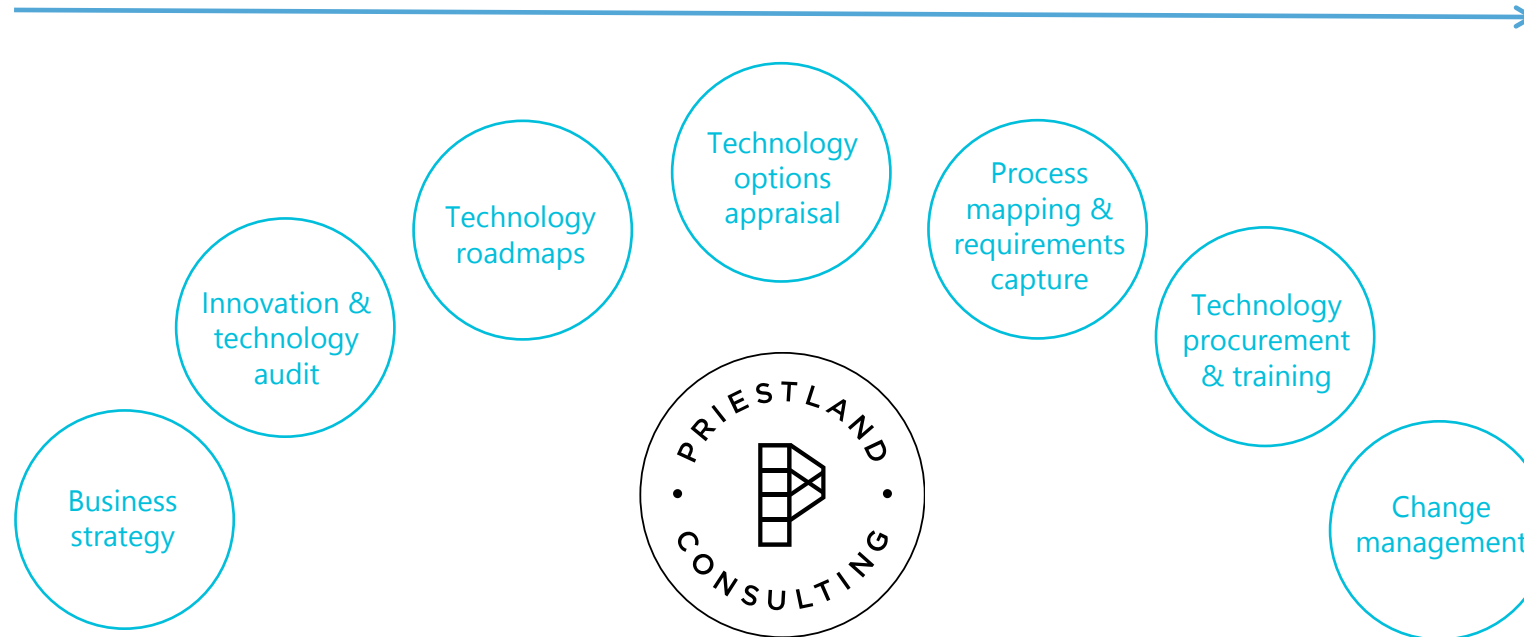
STRATEGY



TECHNOLOGY

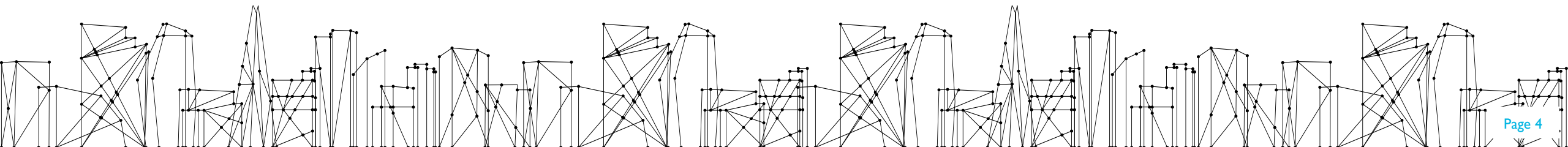
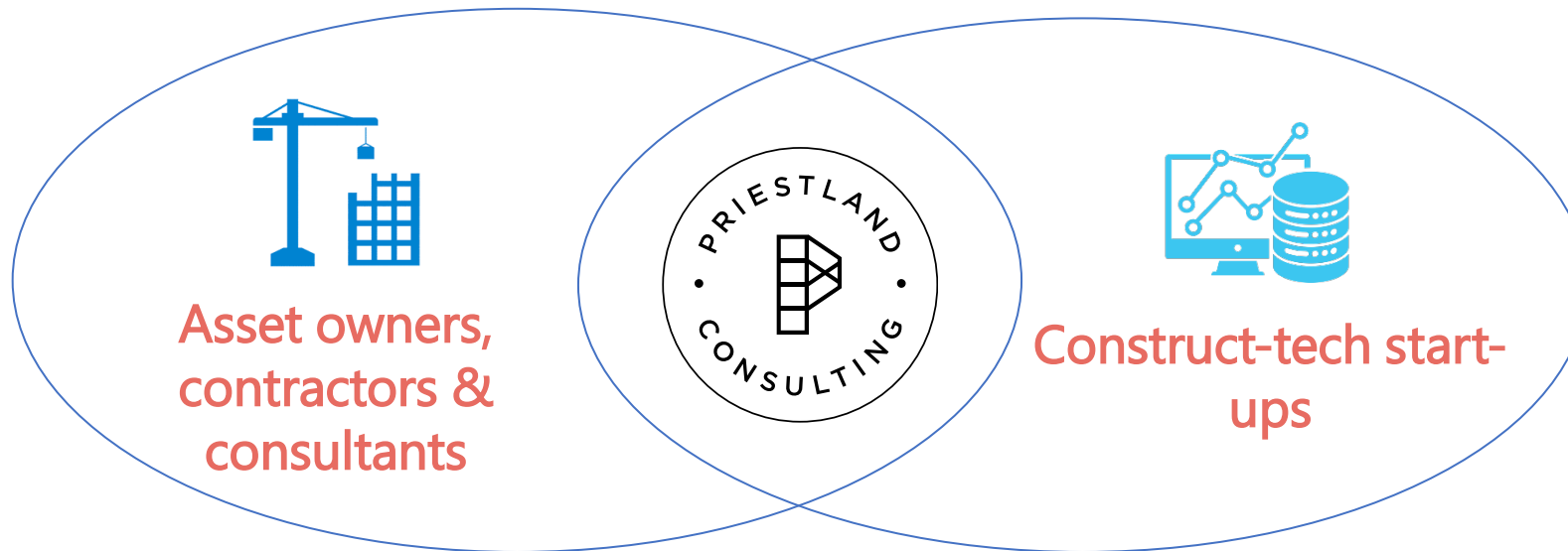


CHANGE



# About Priestland Consulting

We link ConstructTech start-ups and 'old world' companies who need their ideas and innovation



# About Priestland Consulting

We help start-ups accelerate their strategic and business development journey, by supporting



**VALUE  
PROPOSITIONS**

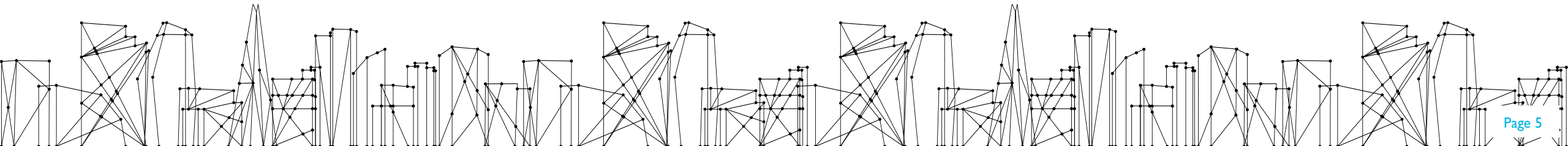


**GO-TO-MARKET  
STRATEGIES**



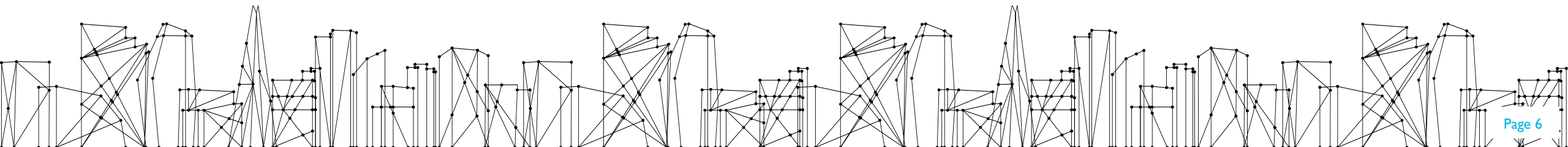
**RELATIONSHIPS/  
INTRODUCTIONS**

in a very practical way.



# Our capabilities and skills

3D visualisation	●	Cost consulting software	●	Planning and project controls	●
4D planning	●	Cost management	●	Procurement	●
Analytics	●	Cultural change	●	Programme delivery	●
BIM / Digital Engineering	●	Customer experience mapping	●	Programme implementation and risk	●
Building Management Systems (BMS)	●	Design for Manufacture and Assembly (DfMA)	●	Simulation	●
Business cases	●	Digital design processes	●	Strategy	●
Business development	●	Digital twins	●	Technology development	●
Change management	●	Factory fabrication and engineering	●	Training	●
Circular economy	●	Innovation	●	Value propositions	●
Concurrent engineering	●	Laser-based scanning	●	Visualisation	●



# Our list of clients

We work with blue chip contractors and consultants, and transformational construction technology start-ups.

## Asset owners



## Contractors



## Consultants



## Start-ups



## Others

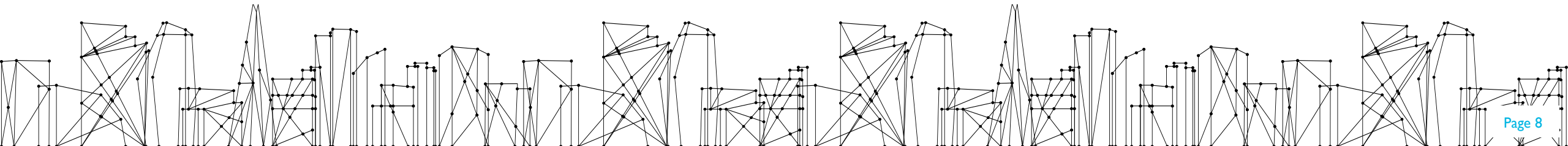


## About the C-Tech Club

We have set up and support a networking group for founders and CEOs of construction tech start-ups – with 366 members in 28 countries.



[www.c-techclub.org](http://www.c-techclub.org)



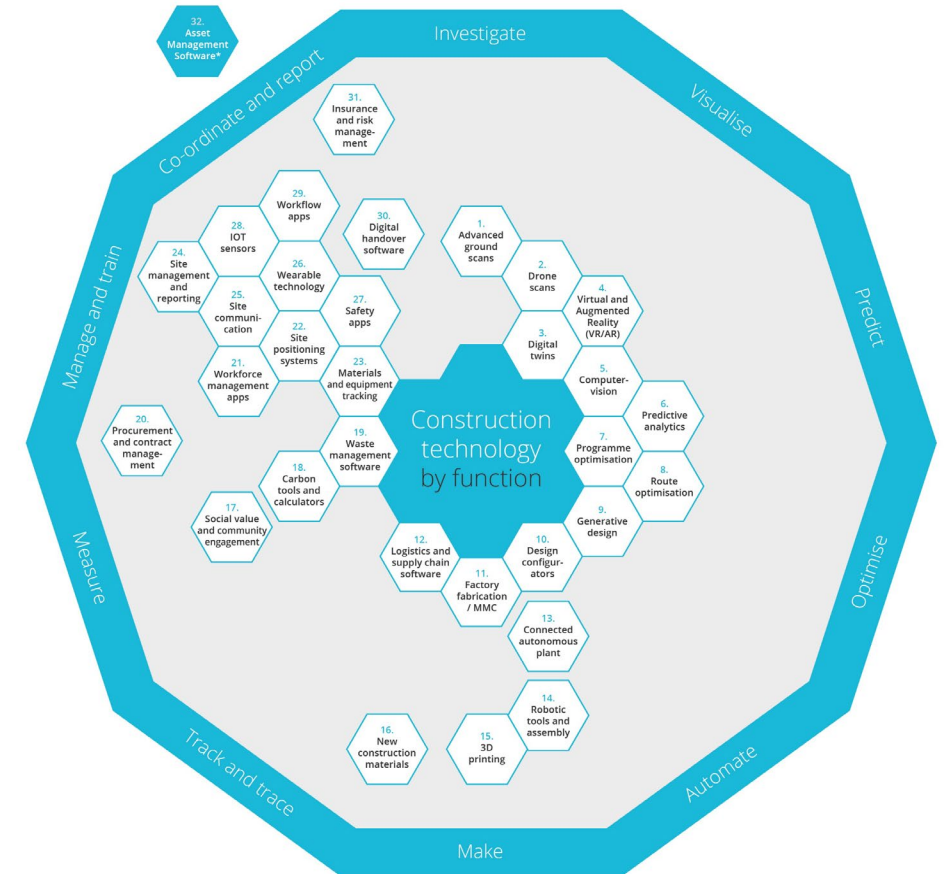


# Construction technology application for major infrastructure programmes

Whether you are driving productivity improvement, carbon reduction or better safety on site, construction technology can help.

But, with the mass of different and competing technology providers out there, which solutions are right for your project or programme?

**Always independent**, we can: help understand your requirements, map the technology types that will best deliver value and advise on the providers and solutions that will best unlock value.

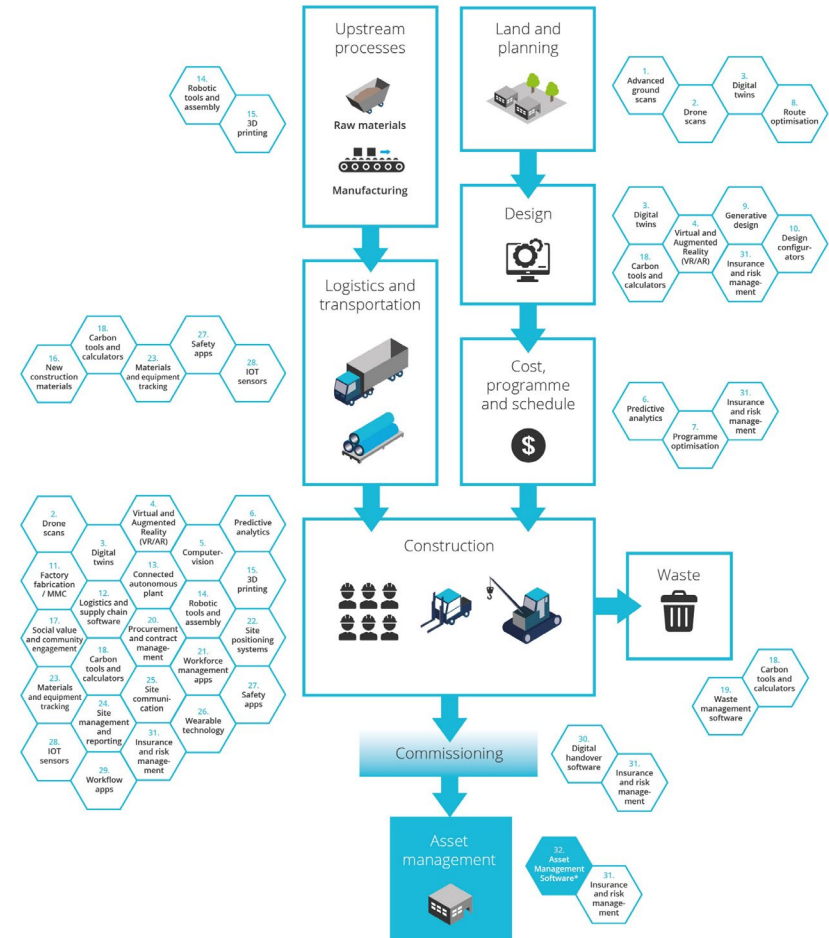


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# Construction technology application for major infrastructure programmes

We can analyse the most applicable technology by the type of client, project and user persona to which each category of construction technology relates.

Our scope and reach of technology is very broad, and covers:



INFORMATION  
MANAGEMENT &  
DATA



TOOLS AND  
ACTIVITIES

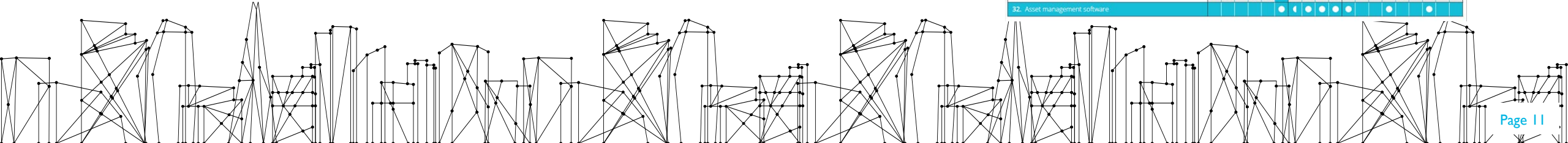


PROCESSES &  
SYSTEMS



NEW  
MATERIALS

	By type of client					By type of project					By user persona*								
	Investor	Asset owner	Designer / consultant	Tier 1 contractor	Tier 2 contractor	Asset operator	Residential / housing building	Commercial building	Industrial and energy construction	Transportation and infrastructure	Rc 10, 30, 50 Asset manager	Rc 30, 10, 32 Cost consultant	Rc 30, 10, 36 Health and safety consultant	Rc 30, 10, 42 Information manager	Rc 30, 10, 43 Project manager	Rc 70, 30, 35 Sustainability consultant	Rc 70, 15 Surveyor and planner roles	Rc 70, 50 Building trades	Rc 50 Design roles
1. Advanced ground scans																			
2. Drone scans																			
3. Digital twins																			
4. Virtual & Augmented Reality (VR/AR)																			
5. Computervision																			
6. Predictive analytics																			
7. Programme optimisation																			
8. Route optimisation																			
9. Generative design																			
10. Design configurators																			
11. Factory fabrication / MMC																			
12. Logistics & supply chain software																			
13. Connected autonomous plant																			
14. Robotic tools & assembly																			
15. 3D printing																			
16. New construction materials																			
17. Social value & community engagement																			
18. Carbon tools & calculators																			
19. Waste management software																			
20. Procurement & contract management																			
21. Workforce management apps																			
22. Site positioning systems																			
23. Materials & equipment tracking																			
24. Site management & reporting																			
25. Site communication																			
26. Wearable technology																			
27. Safety apps																			
28. IOT sensors																			
29. Workflow apps																			
30. Digital handover software																			
31. Insurance & risk management																			
32. Asset management software																			



# Our consultants



**John Priestland**  
Managing Director



**Mike Turpin**  
Technology Director



**Toby Chisnall**  
Change Management  
Director



**John Roberts**  
Digital design and  
construction engineer



**Richard Lane**  
BIM technical  
specialist



**Andrew "Rusty"  
Patterson**  
Highways Subject  
Matter Expert



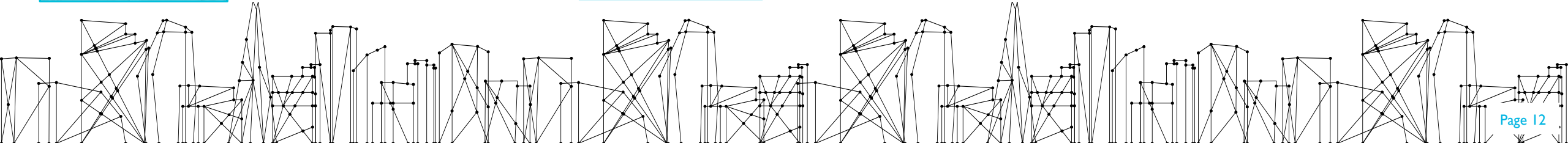
**Tom Winslow**  
Data Analyst



**Nigel Pugh**  
Technology/CTO Specialist



**Bevan Ross**  
Lead consultant for  
Australia





# Our consultants



**Martin Guenzl**

Strategy and  
technology consultant



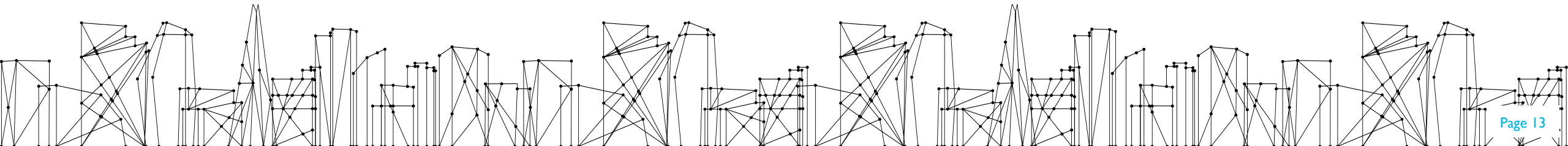
**Chris Dryden**

Market development  
specialist



**Michael Gifford**

Science and  
technology specialist



# What people say about Priestland Consulting

"We enjoyed working with PCL - highly relevant advice and insight spanning the construction industry and tailored to suit our needs"

**Chris Bosworth**, Group Strategy Director,  
Travis Perkins

"PCL know the design and construction world inside-out and are passionate about working with start-ups to help them get to market, find the right business model to unlock customers and quickly scale their revenues."

**Matt Blythe**, Co-Founder of Continuum Industries

"PCL supported us in making a big impact on strategy, bidding and technology. I recommend them wholeheartedly to other clients looking to develop their market thinking and implement change."

**Steve Helliwell**, Chief Executive Balfour Beatty Living Places

"I would recommend PCL for advice, support and delivery especially around transformational change."

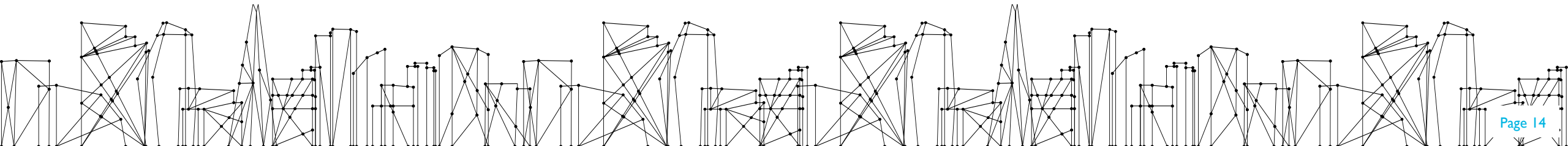
**Stephen Billingham**, formerly Chairman of Anglian Water Group and non-executive director of Balfour Beatty plc

"The dedication shown in leading the project through to completion was refreshing. I have no hesitation in recommending PCL to others and would welcome the opportunity to work with them again."

**Alistair Borthwick**, CFO SSE Enterprise

"PCL delivered the project to high standards in an incredibly short timeframe. They really turned it around on a dime."

**Chantelle Ludski**, CEO Anthesis North America



# What people say about Priestland Consulting

"Priestland Consulting have worked with us for several years and have always been an excellent consultant partner. I really like working with people who deliver consistently high-quality work on time, always."

**Ed McCann**, Senior Director Expediton Engineering and ICE Past President

"Working with Priestland Consulting has been nothing short of fantastic. Not only do they serve as a great strategic sounding board but they go out of their way to help provide a new start-up value in any way they can. Beyond that, they are a warm and friendly team to work with."

**Mo Shana'a**, CEO, Morta.io

"PCL fielded an experienced team with a range of skills and abilities and a deep knowledge of the construction sector. Working with PCL allowed Highways England to develop the strategy more quickly and in greater depth than would otherwise have been possible"

**Ken McCoard**, Strategic Procurement Team, National Highways

"PCL's guidance has helped us develop a solid strategy and the right relationships. I would highly recommend them to anyone who wants to get a good understanding and navigate the construction sector."

**Rene Morkos**, Founder and CEO of ALICE Technologies Inc

"PCL brought the knowledge, skills and independence we needed to help kick-start our digital twin programme with clear purpose and outcomes based thinking. I recommend them highly."

**James Crompton**, Director of Anglian Water's Strategic Pipeline Alliance (SPA)

"PCL were instrumental in helping us expand our UK client base, connecting us with important and industry-leading construction businesses. Their intros and insights really accelerated our growth to a level beyond our expectations."

**Shane Hopkins**, Founder and CEO of Matrak

